MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BMK2614 – PRINCIPLES OF MARKETING

(All Sections / Groups)

3 OCTOBER 2022
9.00am - 12.00pm
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages excluding the cover page with 5 questions.
2. Answer **ALL** questions. Distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

INSTRUCTION: Answer ALL questions.

QUESTION 1

To tackle the health concern senior market, Nestel, a milk powder producer in Johor, intended to launch a new whey protein milk powder in Malaysia. As the marketing advisor to Nestel, kindly discuss:

a) The FIVE (5) stages Malaysian senior consumers will go through in adopting Nestel's new whey protein milk powder: awareness, interest, evaluation, trial, and adoption. (15 marks)
b) Explain how Nestel can use product differentiation to differentiate their new whey protein milk powder from the other competitive brands in the market. (5 marks)

(Total: 20 marks)

QUESTION 2

As the demand of upscale smart watch increases among the affluent consumers in Malaysia, Zapple has decided to launch a new smart watch using "more for more" value proposition with enhanced health monitoring functions selling at higher price in market. Kindly suggest and justify the individual product decisions for this new Zapple smart watch in terms of:

a) Quality (4 marks)
b) Features (4 marks)
c) Style (4 marks)
d) New brand name (4 marks)
e) Product support services (4 marks)

(Total: 20 marks)

QUESTION 3

The female clothing producer, Jaylo Corporation, plans to enter the online clothing market by offering the female clothing that they produce. Due to the company's recent entry into the online marketplace, they are unfamiliar with the online pricing strategies. Give Jaylo Corporation your expert marketing advice on the possible geographical pricing they may adopt for customers in different parts of the country or world.

(Total: 20 marks)

Continued...

QUESTION 4

a) What is the difference between retailing and wholesaling? (4 marks)

b) On 17 May 2022, the Malaysian Minister of Environment and Water announced the "No Plastic Bag" campaign to be implemented nationwide, where a minimum of 20 sen will be imposed as 'pollution charge' for the use of a plastic bag. As the Marketing Manager of a large Selangor-based retail chain company, would implementation of this policy bring positive impact? What other measures can the company take in this direction? (10 marks)

c) In light of the recent economic downturn resulting from the Covid-19 pandemic, wholesalers are facing considerable challenges. Explain two (2) of these challenges. (6 marks)

(Total: 20 marks)

QUESTION 5

As a small electrical appliances manufacturer who has just ventured into this industry, various areas will require consideration. One such area is the promotion strategy.

a) Between the pull and push strategy, discuss which strategy is the most appropriate. Please provide your justifications. (6 marks)
b) Explain how you might plan to use both push strategy and pull strategy to develop your marketing strategy. (14 marks)

(Total: 20 marks)

End of Paper.